Hello OIGP,

Today we'll talk about how to size your photo so it's not distorted and fits the social media platform of your choice.

Did you know?

A distorted or improperly sized image of yourself or your logo is a turn-off. Nothing says "amateur" like a bad image that's supposed to represent you or your brand. Some commentators claim a distorted image is the single mistake that labels a social media user as incompetent.

What can I do?

1. Size your images properly.

2. Use this free tool to adjust the size of your images: http://www.picresize.com/
    Here is a video to show you how I resized an image of Alied, Ken and me!

3. These are the standard sizes required by the popular social media platforms:

    * Facebook Header 851X315   Profile 180X180
    * Twitter   Header 1500X500   Profile 400X400
    * LinkedIn   Standard Logo 100X60   Square Logo 50X50
    * Google +   Header 1,080X608   Profile 250X50
    * Pinterest   Profile 165X165
    * YouTube   Channel Cover 2560X1440
    * Instagram Profile 110X110
    * Tumblr   Profile 128X128

    Read more

Why?

Properly sized, your photo or logo will accurately represent you and your brand.

Do you have any questions about how to market your business or raise awareness of your brand? Ask by replying to this email. Are these Skyrocket email messages useful? Please let us know.

Socially yours,

The Marketing Committee
Tom Wharton
Chris Medici
Courtney Farris
Claudia Gentner